

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of: Docket No.: 08160002US  
Eugene RIDER, *et al.* Conf. No.: 4543  
Serial No.: 10/757,578 Group Art Unit: 3691  
Filed: January 15, 2004 Examiner: Bijendra K. Shrestha  
For: **KNOWLEDGE PORTAL FOR EVALUATING PRODUCT ATTRACTIVENESS  
AND RISK**

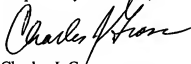
Mail Stop: Issue Fee  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE**

Sir:

Applicants appreciate the indication in the Notice of Allowability mailed April 29, 2010 that claims 17-19, 21-35, 38-39 and 43-45 are allowed. While Applicants agree these claims are patentable over the cited references, Applicants do not agree that patentability resides in each feature exactly as expressed in the claims, nor that each feature is required for patentability of each claim.

Respectfully submitted,



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July 6, 2010  
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